

# The Big Sale now on in Full Blast

## AT THE PEOPLES' STORE

COOKEVILLE, TENN.

The Mercantile Triumph of the year admittedly the Greatest Sale ever held in Cookeville

**It's Marvelous Values Have Taken the Town by Storm**

The first day's selling has convinced all Cookeville of the true bargain worth of these offerings. Endless throngs of shrewd buyers have already gathered thousands of these matchless offerings. It was hard to believe that we were actually going to slaughter our magnificent stock, but we had to raise the money. We are going to do it by continuing to cut prices on this merchandise. We must and will raise the necessary amount by April 12

This is an opportunity that parents and kindred cannot afford to overlook. We have still a complete stock of matchless values in our large store filled with all the newest of seasonable merchandise. If you were not among the fortunate ones to take advantage of these prices do it now before it is too late.

### READ EVERY ITEM! READ!

These Prices are for This Sale Only

**SALE ENDS SATURDAY NIGHT APRIL 12**

#### Dry Goods

10 yards of Calico at	39c
10c and 12c Gingham at	7½c
12½c Percales at	7½c
25c Dress Goods at	18c
50c Dress Goods at	38c
15c White Lawn at	8c
25c Corduroy at	18c
\$1.00 Silk at	79c
50c Serges at	38c
\$1.00 Serges at	79c
10c Lawn at	8c
25c Table Cloth at	19c
50c Table Linen at	38c
50c Window Curains at	34c
\$1.00 Window Curtains at	79c
\$2.00 Counterpanes at	\$1.48
\$1.25 Counterpanes at	89c
7½c yard wide Domestic at	6¼c
10c Window Curtain Goods at	8c
25c Window Curtain Goods at	15c
10c White Duck at	8c

#### Men's Clothing

\$7.50 Suits at	\$4.98
\$10.00 and \$12.00 Suits at	\$7.75
\$15.00 and \$18.00 Suits at	\$9.98

#### PANTS

\$1.50 Pants at	89c
\$2.00 Pants at	\$1.39
\$2.50 Pants at	\$1.89
\$3.00 Pants at	\$2.39

#### BOYS' SUITS

\$1.50 Suits at	98c
\$2.00 Suits at	\$1.48
\$2.50 Suits at	\$1.98
\$3.00 Suits at	\$2.35

#### Millinery

A large assortment of Ladies' Hand Trimmed Spring Hats, up to the minute in style. Prices ranging as follows:  
 \$2.00 Hats at \$1.25  
 \$3.00 Hats at \$1.98  
 \$3.50 Hats at \$2.35  
 Childrens and Misses Hats ranging in price from 19 to 98c

#### Groceries

##### EXTRA SPECIAL

20 pounds of Sugar for	\$1.00
Best 25c Coffee	20c
3 boxes Soda	10c
3 boxes Celluloid Starch	10c
3 boxes Pepper or Spice	10c
10c Twist Tobacco	7c
All 10c and 15c China, Tin and Agate ware at	7c

HUNDREDS UPON HUNDREDS OF OTHER BARGAINS  
ON DISPLAY. SEE THEM!

#### Hats

A big assortment of Hats, \$1.25 to \$2.50 values, in 2 lots  
at only 78c and \$1.19

#### Notions

3 papers of Brass Pins for	10c
Coats' Thread at	4c spool
Good 6-cord Thread	3 spools 10c
10c Handkerchiefs at	7c
5c Handkerchiefs at	3c

#### Ladies' Skirts

\$1.50 Skirts at	98c
\$3.00 Skirts at	\$1.98
\$5.00 Skirts at	\$2.98

#### Shoes

FOR MEN, WOMEN AND CHILDREN  
HIGH CUT AND LOW CUT

All \$2.00 Low Cuts at	\$1.39
All \$2.50 Low Cuts at	\$1.98

MEN'S FINE SHOES AND OXFORDS

All \$4.00 values at	\$2.95
All \$2.50 values at	\$1.98
All \$2.00 values at	\$1.65
\$2.50 Heavy Work Shoes at	\$1.68

#### Hosiery

All 10c Hose at	7c
All 25c Hose at	18c

#### Corsets

75c Corsets at	39c
\$1.00 Corsets (American Beauty) at	79c
\$2.00 Corsets (American Beauty) at	\$1.49

#### Men's Furnishings

LOOK—MEN—LOOK!

50c Work Shirts at	39c
68c Dress Shirts at	38c
\$1.00 Dress Shirts at	79c
50c Underwear at	38c
25c Underwear at	17c
25c Suspenders at	18c
All 25c Neckties at	18c

#### Umbrellas

50c and 75c values at	39c
\$1.00 and \$1.50 values at	79c

#### Women's Muslin Underwear

All 50c values at	38c
All \$1.00 values at	79c
All \$1.50 values at	98c

#### Undervests

10c Under Vests at	7c
25c Under Vests at	19c

#### Waists and Dresses

\$1.50 Waists at	98c
50c Waists at	39c
\$1.50 Ladies' House Dresses at	98c
75c Children's Dresses at	38c
25c Children's Dresses at	38c
50c Ladies' Underskirts at	39c
\$1.00 Ladies' Underskirts at	75c
50c Child's Rompers at	38c
25c Child's Rompers at	18c

Special attention is called to the many bargains still left in our Shoe department. We are showing an elegant line of oxford ties for ladies' and children.

A splendid selection of men's suits. Ask to see our \$9.98 line of suits. Every one hand tailored and worth from \$18.00 to \$20.00

Sale Ends  
Saturday, April  
12, 1913

## THE PEOPLES' STORE

E. L. COOPER, Proprietor  
Maxwell Block, Fronting Depot - COOKEVILLE, TENN.

Regular Prices  
Knocked  
to a Frazzle